

41st YEAR

AMERICAN ROOFER & SIDING CONTRACTOR

Engineering & Construction Page 13

November, 1951

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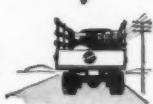
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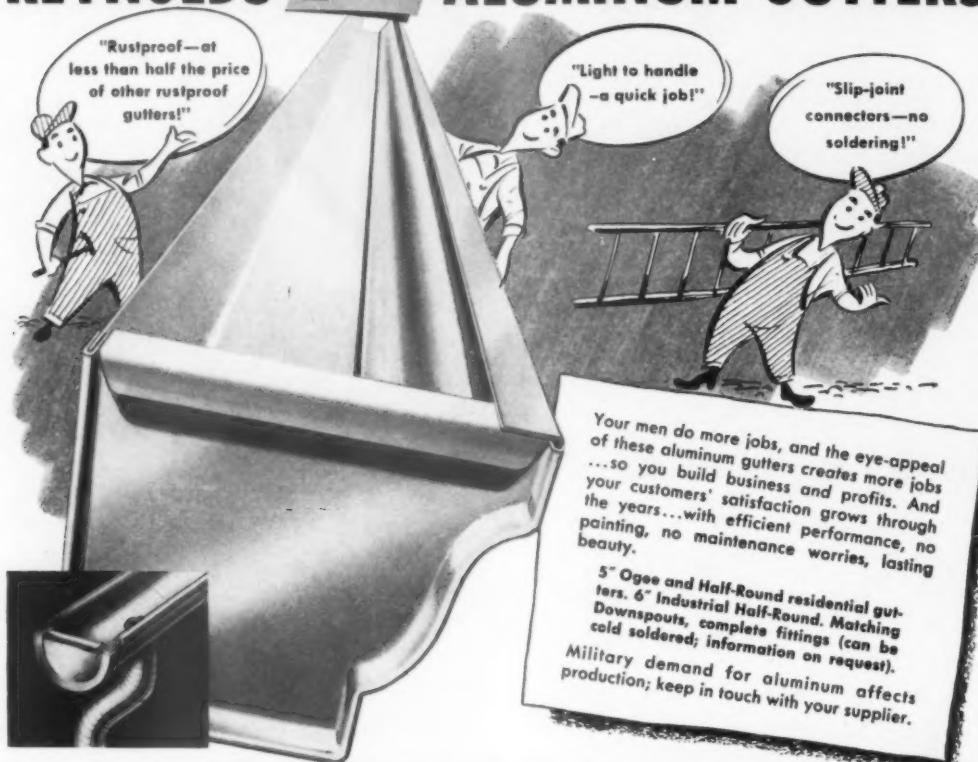
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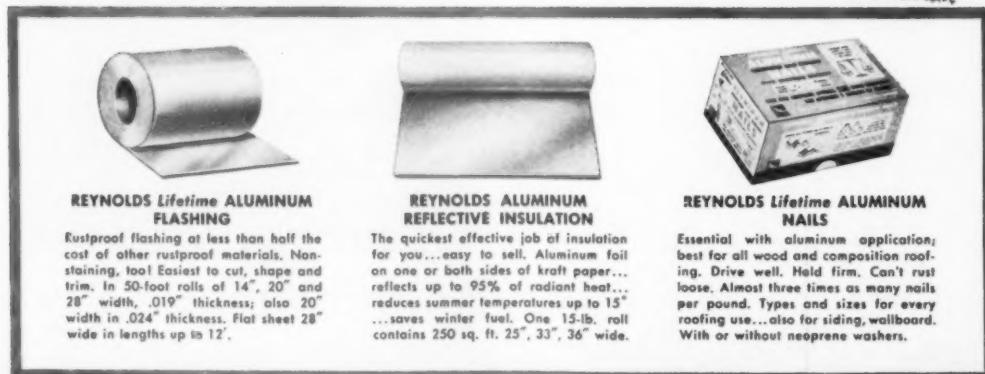
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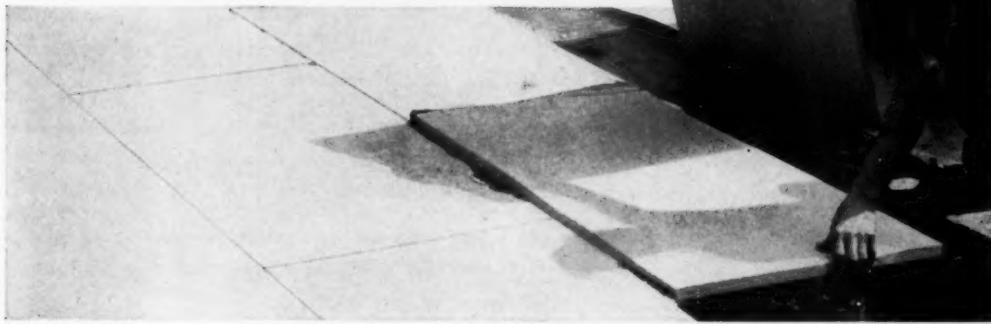
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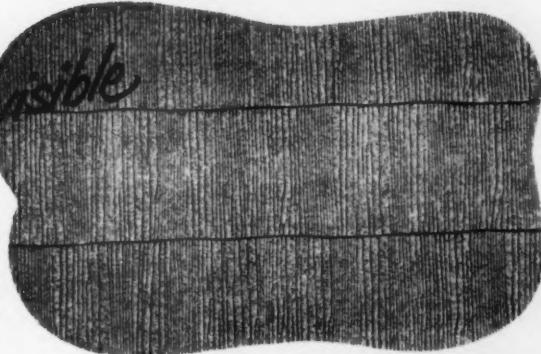


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GOOD LOOKING?

Yes! TEX-LOK shingles make a mighty attractive roof. They add a great deal to the appearance of any home—coming in a variety of rich, solid colors and beautiful color blends.



GOOD BUY?

Yes! Self-aligning plus interlocking make for easy, fast application. And—there's no better shingle value on the market today!



FOR OLD ROOFS, TOO?

Yes! Heavy duty, double coverage and interlocking, TEX-LOKs are ideal for re-roofing right over old shingles. And they are perfect for new construction, of course.



MEMBER OF THE
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Nailing It Down

Housing Decline: With housing construction facing a substantial cut during the coming year due to the rearmament program, roofing, siding, insulation and storm window contractors should not wait too long to revise their planning to offset the resultant decline in this segment of their market, according to the (Philadelphia) Trade Association News. Government authorities estimate that new housing volume in 1951 will drop to 800,000 units. Though this figure is substantially lower than the approximate number of homes started this year, it is well to keep in mind that it still would be the fifth largest in history.

Tightened credit restrictions, which will reduce investment in housing, will remove the shot-in-the-arm effect the government's easy credit policy has been having on an already booming industry. Stiffened down-payment requirements mean that a larger part of new housing will go to families with adequate savings who have been waiting for the opportune time to build. The indication, therefore, is toward quality housing.

As the ready demand for roofing, siding, insulation and storm windows in new homes declines, stepped-up promotional efforts can be aimed toward home repairs and modernization. Home improvements will be spurred as much by the increased difficulties of getting new homes as by expanded incomes.

This situation is particularly true in farm areas which, by and large, are flourishing today. Contractors will do well to keep in mind, too, that they are likely to face shortages in some items.

Greater standardization, with less variety to choose from, is the natural result of a reduction in materials. One of the more significant changes, already started, is the increased consumer purchasing power made possible in many industries because hours

(Continued on Page 33)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of
Roofing, Siding & Building Specialties Manual

Vol. 41

NOVEMBER, 1951

No. 11

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★ ★

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AMERICAN ROOFER and Siding Contractor is published by Harris-Fox-Hoffman Corp. Sylvan Hoffman, President: L. S. Harris, V. P.; S. R. Kermish, V. P. EXECUTIVE AND EDITORIAL OFFICES, 425 Fourth Avenue, New York City 16, N. Y. Telephone, MURray Hill 3-6280-1-2.

WESTERN OFFICE, 549 W. Randolph St., Chicago 6, Ill. Telephone, Central 6-5184.

PACIFIC COAST, 479 S. Holt Ave., Los Angeles 48, Cal.
Issued monthly. Yearly subscriptions, \$3.00 in the United States and Canada. \$4.00 in all other countries. Single copies, 35 cents. Second class entry.

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AMERICAN ROOFER & SIDING CONTRACTOR

NOVEMBER

1951

Selling pastel colors opens new mass markets for roofers

CERAMIC coated colored granules have a style factor which has given them great consumer appeal over the years. Frankly considered, however, color trends have been rather slow in development. Although the manufacturer, close to his own business, may consider the style problem a constant and difficult one, his "headaches" are few indeed compared with those of other companies engaged in the making of such products as paints, textiles, wallpapers, where the whims of the public undergo far more rapid and radical change.

While trends in interior decoration move with a relatively quick frequency, house *exteriors* have not undergone an equally fast shift. Yet changes are definitely on the way—and they show signs of creating a new and different appearance for the homes of America.

Interior Colors

Colored roofing and siding are, for the most part, mass market products. Thus any facts and figures bearing on them hold meaning only where national demands are considered. The average American likes color, and if such preference has been more active on the inside than on the outside of a house, there is good reason to believe that a

By FABER BIRREN,
Color Consultant,
New York

different appearing community is in the offing.

In interior paints, sold in mass markets, the past decade has been a slow but steady change. In 1941, ivory,

ON OUR COVER

One of the biggest annual model home expositions is the Chicago Land Home and Home Furnishings Festival. Sponsored by the Chicago Tribune this year's show featured 86 homes, of which a total of 36 were furnished. Attendance set a new record with a total registration of 1,300,000 during the 22-day run in September and October.

The picture on our cover, specially taken for AMERICAN ROOFER & SIDING CONTRACTOR, shows a new roof of asphalt shingles manufactured by Globe Roofing Products Co., Inc. of Whiting, Indiana. Siding is of Anzac California redwood and varnished natural knotty cedar. The home shown was built by J. A. Miedema at 1389 Kingston Ave., Aurora, Ill.

The roof shown has been color-styled to the home, as part of Globe's campaign to make the public conscious of the value of shingles color-blended with the architecture of the building itself.

cream and buff accounted for about 65% of sales. Today those same colors account for only about 17% of volume.

During the same period, demand for green has risen from 5% to 25%; blue has risen from 5% to 16%; gray and red (rose) from 5% to 11%; yellow from 1% to 7%.

As to painted surfaces of the outside of the house, white still predominates (well over 75% of wood houses). Next in demand are cream and buff, yellow and pale green. In shutters, green is still best of all (as it also is in roofing), but paler colors are rapidly coming to the fore.

Traditions in Roofing

For a good many years the Minnesota Mining & Manufacturing Company has sold about 35% of its products in green, 17% in red, 16% in blue, 12% in black, with lesser volume in brown, gray, buff and white. The roofing manufacturer, in turn, has favored multicolor blends and solid effects. Green has always been foremost as a basic color or predominant color. The great midwest has made its heaviest purchases in multicolor blends. The east likes plain colors. A color such as blue finds its popularity stronger as a person travels from south to north,

(Continued on Page 23)

What the Mineral Wool Association found:

The insulation market is virtually untapped!

Exclusive publication rights in this field have
been granted to American Roofer & Siding Contractor

DISTRIBUTED uniformly in cities and towns throughout the United States, there are thousands of families ready, willing and financially able to insulate their homes. All most of them need is an invitation to invest in this improvement; they are virtually waiting for a salesman to call.

This remarkable situation, among others equally encouraging to roofing, siding and insulation contractors, is disclosed by a comprehensive survey just completed and now made public for the first time by the National Mineral Wool Association. The canvass covered 52 incorporated communities ranging in size from New York to towns of 2,500 population, embracing all geographic and climatic areas from Los Angeles to Boston.

Outstanding among the statistics gathered was one set of figures which constitutes both a past indictment and a future challenge for the firms and individuals engaged in selling blown mineral wool for insulation of homes already constructed.

This specific discovery was that, of all the non-insulated homes visited in the survey, the amazing total of 46 per cent had never been called on by a salesman of home insulation.

And, of the remaining 54 per cent

By E. R. STEVENS
President, National Mineral/Wool
Association

who had been asked to buy at one time or another, 55 per cent had not been called on within the preceding twelve months!

This revelation becomes all the more surprising when it is realized that every home covered in this phase of the survey was a good prospect. The canvass was confined to owner-occupied dwelling units. The opinions on which the conclusions were made, in every single case, come from "the head of the house," the individual in each family with the power to decide and to buy. The interviews, also, were restricted to organized communities. Rural farm homes and rural non-farm homes were purposely excluded.

It was revealed, not too surprisingly, that the owners of these non-insulated homes had been spending freely on other major accessories for the home, both in the necessity and the luxury categories.

Since 1946, to cite a few examples, 44 per cent had bought automobiles; 31 per cent had invested in television,

24 per cent in a furnace, 22 per cent in a new roof, 10 per cent in siding, 32 per cent in rugs, 31 per cent in a washing machine, 35 per cent in furniture and 9 per cent in storm windows.

Further to back up the major premise that a vast market awaits the alert salesman of good home insulation, it was found that 43 per cent of owners now living in non-insulated homes would like to buy insulation for their homes. Not only that, but 34 per cent of the owners now occupying partially insulated homes are ready to buy additional insulation for the buildings in which they live.

Although many of them had not been exposed to the arguments of a salesman at any time, the families visited made it plain they knew something about the values of insulation in a home.

Among owners of non-insulated homes, for example, an impressive 75 per cent were convinced that insulation would result in fuel savings and made that a major reason for their interest; 60 per cent were sure it would increase the warmth of their homes; 61 per cent knew it would have an effect on the home's coolness during the year's hotter months.

Naturally, these expressions of confidence increased when the interviewers

HOW MUCH DO PEOPLE REALLY KNOW ABOUT WHAT INSULATION DOES FOR A HOME?

	% OF RIGHT ANSWERS		
	OWNERS OF NON-INSULATED HOMES	OWNERS OF PARTIALLY INSULATED HOMES	OWNERS OF FULLY INSULATED HOMES
ABOUT FUEL SAVINGS	75%	90%	92%
ABOUT WARMTH	60%	77%	78%
ABOUT COOLNESS	61%	73%	74%

TO WHAT EXTENT DO PEOPLE THINK INSULATION NECESSARY AND USEFUL?

	OWNERS OF NON-INSULATED HOMES	OWNERS OF PARTIALLY INSULATED HOMES	OWNERS OF FULLY INSULATED HOMES
ENTHUSIASTIC	68%	85%	88%
QUITE FAVORABLE	24%	14%	10%
DEFINITELY UNFAVORABLE	4%	1%	2%



46%

OF THE NONINSULATED HOMES

HAVE NEVER BEEN CALLED ON!

AND OF THE 54% WHO HAVE BEEN

CALLED ON AT SOME TIME

55% HAVE NOT BEEN CALLED ON

WITHIN THE PAST YEAR!

BUT

43% OF OWNERS NOW OCCUPYING
NONINSULATED HOMES
WOULD LIKE TO BUY INSULATION.

34% OF OWNERS NOW OCCUPYING
PARTIALLY INSULATED HOMES
WOULD LIKE TO BUY

ADDITIONAL INSULATION!



E. R. Stevens was elected to the presidency of the Mineral Wool Association this year. He is vice president of the Baldwin-Hill Company, of Trenton, N. J. He has been treasurer of the Association and he is chairman of the blowing wool committee which conducted the current survey.

encountered owners of homes that were either partially or fully insulated. A good 90 per cent of family heads in partially insulated homes were ready to testify about substantial fuel savings due to insulation; the majority rose to 92 per cent in testimony from owners of fully-insulated dwellings.

The same general pattern of increasing interest was discovered when the conductors of the survey queried home owners about the extent to which they thought insulation was "necessary and useful." Of owners of non-insulated homes, 68 per cent were "enthusiastic" about the value of insulation; the proportion rose to 85 per cent among owners of partially insulated homes, and went to 88 per cent when the question was put to families already enjoying the benefits of full insulation.

"Quite favorable" reactions from another large segment in each of the three categories made the endorsement of home insulation practically unanimous from all home owners called upon for an opinion.

In carrying out the survey, the Na-

tional Mineral Wool Association also acquired other facts of keen interest to builders.

One question, asked of home owners who enjoyed either partial or full insulation was to ascertain "the most important reasons" the owners originally had for investing in insulation.

Fuel Savings

Fuel savings arose as the main attraction in both classifications, 40 per cent of the partially-insulated homes and 48 per cent of the fully-insulated homes giving that as their principal object in installing insulation. Chief aim of 34 per cent of the partially-insulated and 29 per cent of the fully-insulated homes was "warmth—no drafts"; 21 per cent of the partial and 17 per cent of the fully insulated homes were interested in summer comfort more than anything else, while 5 per cent and 6 per cent, respectively, had other miscellaneous reasons for their investment.

The survey made clearer than ever before why there has recently been a great increase in the sale of blown mineral wool for home insulation in the southern states. As previously noted, 61 per cent of the owners of non-insulated homes were aware that insulation was helpful in maintaining summer coolness, while that same knowledge was displayed by 73 per cent of the owners of partially-insulated homes and by 74 per cent of the families whose homes are now fully insulated.

Age of Dwelling Unimportant

According to the survey, age of dwelling structures had little to do with the degree of eagerness with which their owners desired insulation. Only houses built before World War II were included in the figures, which showed a desire for insulation on the part of 43 per cent of the owners of non-insulated houses nine to 20 years old, and the same desire in the same proportion, 43 per cent, by families living in houses more than 20 years old. In partially insulated homes, in the same age

brackets, the proportions were 37 per cent and 34 per cent.

Of all insulation materials, mineral wool seemed to have far and away the highest acceptance with the public, which appeared more familiar with mineral wool and its values than with any other insulating material. Without help and from memory, 68 per cent of the persons interviewed in the canvass were able to identify mineral wool as an insulation material, while 90 per cent of them could identify it and its uses on a printed list.

Various reasons were given by buyers of insulation for their purchase, some admitting the idea came to them from more than one source. In the case of the partially insulated homes, however, 39 per cent, and in fully insulated homes, 34 per cent—highest of all percentages in each instance—said they got the idea from a friend or relative. Only 17 per cent among the partially insulated homes and 21 per cent among the fully insulated homes included a talk with a salesman-dealer among their reasons for buying.

Conclusions drawn from the survey show there is a vast, waiting market for home insulation, with the public keenly aware to its values—particularly that of mineral wool.

It is also clearly apparent that public knowledge is generally correct about the benefits which insulation brings to a home—in at least three out of five cases

(Continued on Page 34)



Distel Company crew is shown graveling in a joint between flashing of roof and wall at Howell, Michigan.

Sales experts, trained to spot faults, build built-up roof business

WHERE and how does a newly formed company get started with a business devoted exclusively to the built-up roof? According to Walter H. Bacon, Vice President and General Manager of the Distel Roofing and Metal Company, 720 E. Shiawassee Ave. which is not yet two years old, the start calls first for casting about for some business.

"Securing our addresses through the City Directory, we sent out one hundred letters announcing our new firm and enclosing in each letter some of the colorful folders the manufacturer provides us with picturing tough reptiles and mammals which suggest the long life and durability of the manufacturer's products we are ready to sell and apply. We began in Lansing

but the Company's area is all of the State of Michigan, but Wayne County," says Mr. Bacon.

"Every new built-up roofing has to begin first with recognition from the manufacturer which must have been earned by some one previously over a period of years of recognized, excellent work. In my case, I have had fifteen years experience,—first as a salesman and later as General Manager for a local firm with which we must now bid competitively. In some cases an individual wins a manufacturer's recognition through years of excellent work as a mechanic," explains Mr. Bacon.

The new Distel Roofing and Metal Company began with only one salesman in addition to the selling efforts of Mr. Bacon himself. "I had trained this

salesman of ours in the past, so the new Company could start selling with the well-grounded, selling technique I have already proved successful," says Mr. Bacon. "There are four very definite steps in our selling training:—

1. "First,—our man is trained to look for faults in previous roofs. Such faults as defective flashings, improper flashings around stacks, for wrong type of roof for pitch. In some cases where the owner uses the roof for traffic it may show wear if not properly repaired. It takes a good man six months to learn to spot the above faults because he will not run into all conditions in a short period of time," says Mr. Bacon.

2. "Secondly, the salesman must learn proper methods of estimating. For example, he learns to estimate how high are the walls on the roof sumps and roof ventilators, the different levels of a roof, he learns to figure on hauling materials up and on the question of flashings being rebuilt or repaired, and, he learns to estimate metal counter flashing and drip edge to know whether it is in good condition or whether it must be replaced entirely," continues Mr. Bacon.

3. "Third, the salesman must train for proper conduct with the customer. He must learn to create a good impression for his firm, learn NOT to antagonize the customer but still get across his point. He must learn to tell the customer certain things but seldom to tell the customer that he is wrong. The salesman must learn to find a diplomatic way around—a way of convincing his customer of accepting something better than the something the customer

(Continued on Page 27)



In addition to applying the built-up roofing shown above, Distel put in four stationary ventilators 30 inches in diameter, one of which shows in the foreground. Note simplicity of hoist.

Your cold turkey canvasser is the key to more sales!

TIME changes everything. Ideas that were regarded as fantastic a few short years ago now occupy a secure and necessary corner in our modern scheme of things. People too, change with time. As they grow older and wiser, they see the necessity of keeping abreast of the times. Their ideas and habits become more flexible so that they can be adapted to changing thought and situations. Unless a person realizes that new conditions require new approaches, the world will sweep by him and he will be left in the dust.

Shingle industry not so old

It wasn't so long ago that the shingle industry was a beautiful bouncing baby. The idea of door to door solicitation for home maintenance business was a radical departure from the practices of all the other branches of the home maintenance industry and because it was new, people didn't quite understand what it was all about. A smooth, fast talking salesman would come along and draw a beautiful word picture of their old, comfortable, weather beaten home being transformed into a beautiful castle merely by putting on a new roof or siding. Almost everybody on a street was a potential customer to this type of salesman. If they demurred a bit and offered sales resistance, he could afford to pack up his brief case and go in search of that "patsy" because there was always a patsy just around the corner.

Customers not "patsies" anymore

Well, the day of the "patsy" is gone. The time is at hand when the prospective client that consents to see your salesman has had quotations by the score. He knows to the inch how many squares his house will take. He can talk glibly and endlessly on the relative merits of almost every shingle on the



market. He knows within a few dollars, what is a fair price for a new roof or siding. Salesmen in the shingle industry will henceforth, with few exceptions, encounter prospects who will offer unusually difficult sales resistance.

It therefore behoves the forward looking contractor to examine his sales force. If he has put major emphasis and energy on his application department, in the belief that somehow the salesman would bring in new contracts when his mechanics had caught up with his present work, then the time has come for a change.

The salesman is the most important man in your organization. He's the fellow that starts the ball rolling. Unless he is doing this job successfully, you can't operate. The kind of salesman you employ and his ability to produce good, clean, profitable sales, are the determining factors that will decide what color of ink you will use when the time comes to draw up a profit and loss statement at the end of the year.

When the word "salesman" is mentioned, I know the picture that flashes

through your mind. It is a mental picture of that "live wire" in your organization that can be counted on every week. The problem goes much deeper than that. Your first consideration must be for the man that gets your "live wire salesman" into the house. Call him a *bell-pusher, bird-dog, contact man*—anything you will, he is the man to keep your eye on. Unless he can get your salesman into the house, the rest of your organization will never have a chance to get into action.

The canvasser has the most important job—but he has by far the most difficult. A man making a cold canvass of unknown territory is the only one that starts out with nothing to work on. He is the only one who goes up to a door without knowing whether there is a desire to buy, or even a *need*. When the canvasser has a "show" for the closing man, the closer at least knows that there is a certain amount of interest. Not so with the canvasser.

There is very little that can be done
(Continued on Page 34)

Applying asbestos-cement siding according to revised methods

PART II

The application information in the article which follows should be read in conjunction with Part I which appeared in the October issue. Together, these two articles form a complete short course in asbestos-cement siding application.

Shingle Cutter:

For speedy handling, an asbestos shingle cutter is practically a necessity on the job. With it the applicator can quickly cut shingles to fit around openings, punch additional nail holes when needed and notch shingles to fit odd areas. The cutter should be tested at the start of a job. If a shingle cut lengthwise cracks when cut, a wider

opening between the knives is needed. If cutting requires heavy pressure, a narrowed opening is indicated. When a shingle cutter is not available, asbestos shingles may be scored with a sharp tool, then broken along the scored line. A file may be used to dress down the edges. Additional nail holes may be added with a drift or pin punch. New holes should be lined up with existing ones.

Backer Strips:

Manufacturers supply 3 by 12-inch backer strips of water-repellent felt for application back of the vertical joints where shingles meet.

Underlayment:

Areas to be shingled should first be

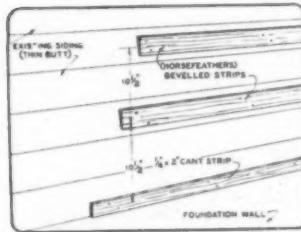
covered with a "breather" type underlayment. Fifteen-pound asphalt saturated felt is most commonly used. Tar paper is not suitable for the job.

Caulking:

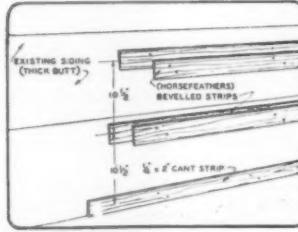
To keep out air and moisture, caulking compound should be applied around all door and window frames and openings. It is best applied with a pressure gun and should be of a non-staining type.

Nails and Fasteners:

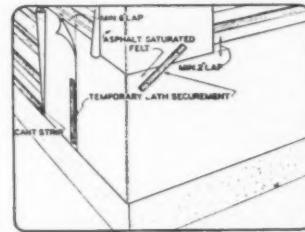
Corrosion-resistant face nails are supplied by the shingle manufacturer. The applicator provides the head nails. The latter should be of hot dipped galvanized steel or other steel metal which will not rust or stain the siding. Needle



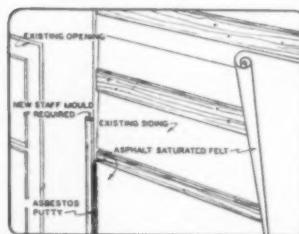
Lath or beveled strips are used to fill out the wall surface under the butt edges of existing siding. Lath may be used as a cant strip at the bottom of the sidewall.



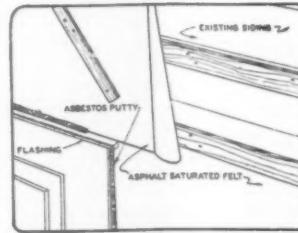
Where existing siding butts are unusually thick, it may be necessary to use double beveled nailing strips. Note 10 1/2-inch centers for nailing the asbestos-cement shingles.



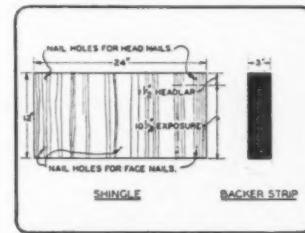
Felt underlayment should be lapped 2 inches at horizontal joints and 6 inches at vertical joints. Lay only enough felt for the day's coverage of shingles.



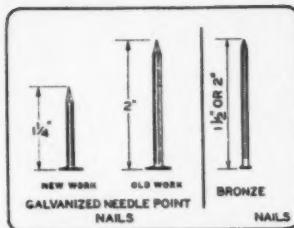
Caulk jams carefully before applying shingles. New staff moldings should be applied when needed.



Wherever necessary, renew flashing over window and door openings. Caulk at these points before putting shingles in place.

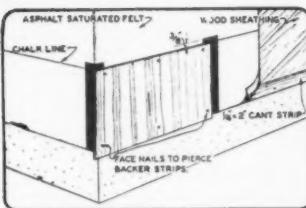


This sketch shows the dimensions and nail placements for an asbestos shingle. Backer strips are supplied with the shingles.



Galvanized steel pointed nails are recommended for head nailing; they are supplied by the applicator. Face nails come with the shingles.

To make a lap joint, place a whole shingle against each sidewall as shown, mark for lapping and cut to compensate for pitch of wall.

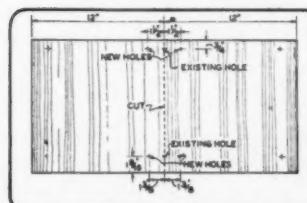


point nails are preferable; they should be long enough to penetrate at least $\frac{3}{4}$ -inch into the nailing base. Nails 1 $\frac{1}{4}$ -inch long generally are used for new work, with 1 $\frac{3}{4}$ -inch or 2-inch nails preferred for re-siding.

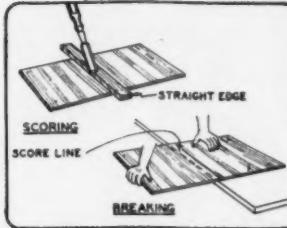
Special fasteners, such as ES-nails are available for applying asbestos-cement siding over insulating board sheathing, gypsum sheathing and thin plywood. These fasteners hold the shingles firmly in place by a special clinching action.

Mouldings and Flashings:

Flashings over all openings should be of corrosion-resistant metal. Mouldings of wood or corrosion-resistant metal may be used for interior and exterior corners and against opening trim.

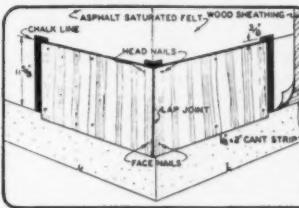


Half-shingles are used to start alternate courses. They may be cut from whole shingles, with new nail holes punched as indicated.



When a shingle cutter is not available, asbestos-cement siding shingles may be scored with a sharp instrument as shown and broken on the score line.

Bend a backer strip around corner under shingles, or protect corner with a 12-inch strip of underlayment felt, six inches on each side.

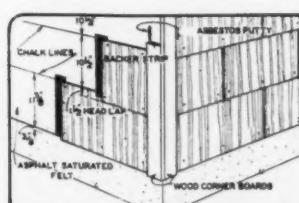


Other Equipment:

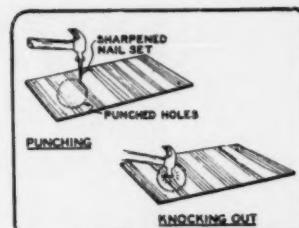
Workmen applying asbestos siding should have chalk lines, snips, level, hammer, felt cutting, knife, saw, safe scaffolding, wrecking bar, bastard file and ladder.

Preparation (New Construction):

Lumber sheathing to receive asbestos-cement siding should be of nominal one-inch thickness and not over 8" wide. The boards should be well seasoned and free from knot holes. Avoid warped pieces that will keep shingles from lying flat. The sheathing should be securely nailed at each stud. It is important that shiplap sheathing be properly kiln-dried since it is likely to curl at the lap if it contains too much moisture.

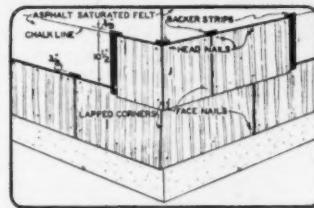


Wood corner boards or metal corners may be used instead of lapping the asbestos shingles. Work to chalklines in all applications.



Circular and odd shaped cuts may be made by punching a series of holes about $\frac{1}{8}$ -inch apart and then knocking out the outlined piece.

After 1st course is in place, apply succeeding courses similarly. Observe how corner joints are lapped left and right in alternate courses.

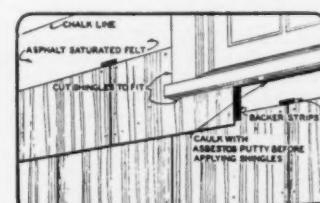


Plywood sheathing should be of the type intended for exterior use. For direct application, plywood sheathing should be at least $\frac{5}{8}$ -inch thick and nailed along the studs at not more than 6" intervals. Asbestos siding may be used over thinner plywood if nailing strips are provided, but they may be more expensive in the long run than using the recommended thickness.

There are two ways of applying asbestos siding over rigid insulating board or gypsum board sheathing. One is to nail the shingles to furring strips applied over the sheathing. The second is to use the patented fasteners previously mentioned.

Preparation—Re-Siding:

Make the existing wall as even as (Continued on Page 31)



Mark and cut shingles carefully for fit around windows. Apply non-staining caulk before putting on shingles.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Fire Resistant Vapor Barrier

A patent for the manufacture of Fire Guard Vapor Barrier was awarded to G. A. Fasold, Director of Research, for The Philip Carey Mfg. Company, it was announced recently by Kenyon and Kenyon, patent attorneys. The patent number for this fire-resistant product is 2,568,850.

Carey's new Vapor Barrier resists fire so effectively it carries Underwriters' Laboratories, Inc., approval. Laboratory tests show that 3 in. of Carey Rock Wool with Vapor Barrier will stop as much heat as a brick wall approximately five feet thick.

The Vapor Barrier is a tough, fire-resistant backing on Carey Rock Wool Batts. Its presence effectively bars the passage of warm, moisture-laden air through walls, thus preventing damage to structural members through condensation. The Vapor Barrier has flanged edges which make it easy to nail or staple the batts to studs and rafters.

Pumping & Spraying Lab

A new laboratory for testing the pumping and spraying qualities of such materials as coatings, adhesives, sealers and greases has just been opened by Gray Company, Inc.

Purpose of the fully equipped laboratory is to furnish highly specialized data on pumpability and sprayability to manufacturers and users of fluids and semi-fluids, and to refiners of petroleum products. Companies located in the New England, Middle Atlantic, South Atlantic, and East South Central states are invited to submit samples for free testing.

Facilities of the laboratory are available to any company in the above sections of the country which wants material tested to determine its pumping and spraying characteristics (or which has a pumping problem). A description of the material, its use, and its present method of handling and application should be included.

Movie on Extruded Aluminum

An effective presentation of the advantages of designing products around extruded aluminum parts, supplemented by actual pictures of how such parts are fabricated for service in buses, cameras, building products, trucks and trailers, textile machines, store fronts, convertible tops for cars, bridge railings, pipelines, ladders and scaffolds, is woven into the new movie, "The Shape of Things to Come", just released by Reynolds Metals Company.

Early in the film, a pictorial tour through Reynolds Metals, Phoenix, Arizona, Aluminum Extrusion Mill, one of the largest

plants of its type in the world, shows how an aluminum billet is heated to soften it, then put in a huge hydraulic press where millions of pounds of pressure cause the metal to flow out through a die opening of the size and shape wanted for the extruded part. Heat treating, straightening, inspecting and other operations are also shown.

Roof Panels

In its newly built factory the Resolute Corporation began production in early September of translucent structural panels of polyester resins, reinforced with fiberglass mat. The sheets will be manufactured in six colors and, in addition to flats, will be molded in all standard roofing sheet corrugation sizes.



Resolute is particularly effective in skylighting, improving interior lighting by its efficient diffusion of daylight. Corrugated sheet buildings require no special skylight framing at either roof or walls where Resolute is used, the sheets nesting with metal or asbestos-cement sheets and fastened in the same manner.

The material is shatterproof and can be worked with ordinary tools and skill. It is inert to weather conditions of heat, cold and moisture and the colors are stable.

The product is useful for partitioning offices, corridors, shower stalls and has many decorative uses in marquee, porch and patio covering, bar facing, lighting panels and similar uses.

Book on Welding Nickel

A new, 44-page booklet on the fusion welding of the nickel and the high nickel alloys has just been published by The International Nickel Company, Inc. It contains 44 pages

and includes more than 30 tables and almost 50 drawings and photographic illustrations.

A complete technical treatise on the subject, it covers various forms of electric arc welding as well as gas welding. There are over 20 chapters and sections covering, in addition to detailed welding instructions, such information of importance to production and welding engineers as the boiler code of the American Society of Mechanical Engineers, pickling, testing and inspection safety methods and associated topics.

The booklet, designated as Technical Bulletin T-2, is available without charge.

Bird Proofing

A substance called Roost-No-More laid along ledges, ridges, sign tops and other favored roosting and nesting spots is proving to be the country's victory weapon in the war on pigeons, starlings and other feathered pests.

Roost-No-More is easily applied with a standard caulking gun. It doesn't wash off in rains and lasts about a year. Since pigeons rarely return to a place once shunned, the one a year is often enough.

Department stores, schools, churches, state capitols, hospitals, city halls, barns, and entire business districts have been rid of pigeons through use of Roost-No-More. Large industrial structures use it successfully to oust pigeons and starlings from interior rafters.

Roost-No-More is produced by the National Bird Control Laboratories.

Painting Terne Roofs

Follansbee Steel Corporation has just released an eight-page, four-color booklet on the painting of terne metal roofs. One of the features of the publication is a full-page chart which lists the recommendations of 37 major paint manufacturers for primer and finish coats on terne roofs.

In a foreword, the booklet stresses the role of terne metal in modern architecture, where the color scheme extends to the outside of the home, as well as the inside. It goes on to a brief discussion of the origin and history of terne roofing, which goes back at least 200 years.

The major portion of the booklet is devoted to a description of the procedure for painting a new terne roof, or refinishing an old one. Special attention is given to an outline of steps required in preparation of the surface.

A two-page center spread titled "Color Harmony with Terne" illustrates how roof and siding can be painted for varying effects.

Contractors work with Better Business Bureau on "Model Home" racket

The drawing shown at the right is being distributed under the auspices of the Better Business Bureau and the Northeastern Roofing Siding & Insulating Contractors Association in the form of 9" x 12" posters in two-colors, as part of the drive to reduce racketeering being practiced on homeowners by fly-by-night dealers.



With reports once again coming in from all over the country of practices in the "model home" racket familiar to readers, a roofing association, the Northeastern Roofing Siding & Insulating Contractors Association and the National Better Business Bureau have

gotten together in sponsoring a poster and bus card drive to warn the general public about these shady operators.

Posters are available through both organizations, to members and non-members alike.

Harmonizing paint job and Asphalt shingles renew mansion

The John Kimball house at picturesque Ipswich, Mass., is a shining gem in America's architectural heritage from colonial days. One of the fine old houses selected by Richard Pratt for

a coveted place in his "A Treasury of Early American Homes," it was built in about 1715.

Acquired in 1947 by its present owners, Mr. and Mrs. Joseph W. Ross,



A good example of early colonial architecture to be found in historic Ipswich, Mass., is the John Kimball house. Restored to its original state, this home is protected by a roof of fire-resistant asphalt shingles.

the house has been restored to its original beauty and charm.

Finding the Kimball house "quite unspoiled," the new owners began its restoration by removing several temporary partitions. The original rafters were uncovered and the paint removed from old wall paneling, and rubbed to a soft finish. Huge fireplaces, which provided heat and facilities for cooking in colonial times, were reopened.

Improvements included a new roof of fire-resistant asphalt singles. Owners of stately old Ipswich homes fully appreciate the fire protection which asphalt shingles provide, Mrs. Ross points out, as a result of a fire a few years back. "The train goes near us," explains Mrs. Ross, "and one building in the neighborhood was set on fire by a spark some time ago. Now, all the roofs are fire-resistant."

Other renovations involved construction of a concrete basement and addition of a new kitchen—the "L" with awnings at the windows seen in the picture. The black asphalt shingle roof provides a pleasing contrast to the new white siding on the front of the house, the brown shingle sides and white trim of the new "L," and the red siding on the back of the house.

A brick terrace, extending from the "L" to the end of the house, was the final touch in combining the beauty and simplicity of this old colonial home with facilities to provide the comforts and conveniences of modern living.

Modular coordination helps in present emergency

Efforts to prevent further increases in building costs, the possibility of a shortage of workers in some building trades, and the desire to prevent unnecessary waste in the use of building products will hasten the adoption of modular coordination during the emergency.

"Modular coordination saves both time and materials in construction because materials used in combination are dimensioned to fit together with a minimum of costly cutting and patching," said A. Naughton Lane, President of the Producers' Council.

"When all materials used in a building project are available in modular sizes and when the building has been designed on the modular basis, savings of 10 to 20 per cent are possible in

(Continued on Page 33)

NEWS of the Month

\$200,000,000 Fed. Mortgage Moneys Apportioned by FNMA

Administrator Raymond M. Foley of the Housing and Home Financing Agency has announced the apportionment of the \$200,000,000 authorization of the Federal National Mortgage Association to enter into advance commitments to purchase mortgages for programmed defense housing, military housing and disaster housing.

The Defense Housing and Community Facilities and Services Act authorized FNMA to make advance commitments to purchase mortgages in the aggregate amount and for the categories of housing stated above. Under the Act, the commitments must be made prior to December 31, 1951.

Of the \$200,000,000, Mr. Foley said, \$25,000,000 has initially been apportioned for disaster housing, \$50,000,000 for military housing built under the Maybank-Wherry Act, and the remaining \$125,000,000 for programmed defense housing in designated critical defense housing areas.

The defense housing is divided into two groups: housing at Atomic Energy Commission installations, and all other programmed defense housing.

TV and Radio Shows Sponsored By Reynolds Metals

Reynolds Metals Company is sponsoring "The Kate Smith Evening Hour" on a nation-wide television hook-up, which began in September, and "The Big Show", featuring Tallulah Bankhead over the NBC radio network.

Reynolds is sponsoring the first half of the Kate Smith show every other Wednesday, and the first half hour of the Tallulah Bankhead show every Sunday night. Broadcasts will originate from the Center Theater, Radio City, New York, with occasional broadcasts of the Big Show from Hollywood.

Requests for complimentary tickets to attend these broadcasts should be sent to Reynolds Metals Company, Ticket Service Dept., General Sales Office, Louisville 1, Kentucky.

Employees Celebrate Ruberoid 65th Anniversary

Employees of all plants and offices of The Ruberoid Co. throughout the country are observing the company's 65th anniversary by paying special tribute to those who have been with the company for many years.

The occasion is being marked by the placing on bulletin boards in all Ruberoid plants and offices of an honor roll of 324 employees who are members of the "Twenty-Five Club", composed of employees having



continuous service records of 25 years or more. Among those on the honor roll are the following three men who have service records of more than 50 years: Peter H. Fischer, connected with the company plant at Erie, Pa., 52 years; Ted S. Wilcox, Chicago offices, and Frederick Goble, South Bound Brook, N. J., plant, 51 years each.

In eight of the company's twelve plants where there are "Twenty-Fives", anniversary dinners are being given in their honor.

* * *

New Warehouse Opened By Beacon Sales Co.

Beacon Sales Company, wholesale roofing material distributors, are now operating from their own, new consolidated warehouses at 50 Webster Ave., Somerville 43, Mass.



For many years the Beacon Sales Company occupied the four-story building in which the business started in nearby Charlestown. To this they added two other warehouses located in the same vicinity. To speed up and streamline the operation it became expedient to build and relocate nearer to main traffic arteries.

Note the big paved parking area, an unusual feature in any closely congested metropolitan area. What a boon this is to roofing contractors who are always anxious for their trucks to be loaded and on the way.

Trucks are loaded out of the weather — another unusual feature — in a covered bay that can handle six trucks at once. The five trucks shown are Beacon Sales Company's own fleet based at the Somerville warehouse. Both here and at the Worcester branch warehouse, an extensive, regular delivery service is maintained with these trucks.

3 Top Execs Enter J-M's Quarter Century Club

Three top executives in Johns-Manville Corporation concerned with the fabrication and distribution of building materials have been inducted into the company's Quarter Century Club which honors J-M employees having 25 or more years active association with the company.

Heading the list is L. M. Cassidy, Chairman of the Board and Chief Executive Officer, who began his career in J-M in 1926 and has been concerned with problems of distribution ever since.

H. R. Berlin joined J-M as a sales representative at the company's Chicago office. He has been General Manager of the J-M Building Products Division since 1946 and became a senior officer when appointed Vice President of Johns-Manville Corporation on February 5, 1951.

R. S. Hammond's early career in J-M included positions of sales responsibility in the South. He spent fourteen years as Atlanta District Manager of the Building Products Division before assuming his present post as Vice President, Johns-Manville Sales Corporation and General Sales Manager of the Building Products Division in July, 1947.

Burke Promoted by Koppers Tar Products Division

Promotion of K. R. Burke to the position of Vice President in Charge of Operations, a newly-created position in the Tar Products Division of Koppers Company, Inc., has been announced.

For the past year Mr. Burke has been Vice President and Assistant to the General Manager. He now assumes responsibility for direction and supervision of the Technical, Engineering, Planning and Operating Departments of the Division.

A native of Manitowoc, Wis., Mr. Burke was graduated from the University of Wisconsin with a Bachelor of Science degree in Chemical Engineering and took post-graduate work at the University of Pittsburgh. In 1916 he joined the American Tar Products Company at Carrollville, Wis., as a chemist and stillman and in nine years rose to become assistant general superintendent of that company.

Ludowici-Celadon Elects McGee Exec V-P and General Mgr.

The Board of Directors of the Ludowici-Celadon Company has announced the election of Charles L. McGee as Executive Vice President and General Manager of the company.

Mr. McGee has been with the firm for twenty-seven years, and until recently was Vice President in Charge of Sales.

Pastel Colors

(Continued from Page 13)

with houses in Wisconsin, Minnesota and Canada commonly in blue or blue blends. In the sunny climate of Florida, the southwest and the Pacific Coast, white has gained a top position.

Pastels for Tomorrow

The one conspicuous trend today is toward pastels. Possibly this traces from a growing national enthusiasm for California styles, for the ranch type house, for lighter colors in general which are affecting so much merchandise.

No matter the cause, pastels are showing a more vigorous acceptance than anything else. There is less of a shift to other spectral hues than to lighter variations of the old favorites, green, red, blue which now have a bright, luminous beauty.

Five of these new granules colors are Coral, Pastel, Green, White, Pastel Blue and Silver Gray.

There is no doubt but that these colors deserve a long and serious examination.

— They look beautiful as solid colors.

— They make possible a wholly new pastel multicolor blend with a bright iridescent charm.

— They lend themselves to two-tone blends when combined with deeper colored granules in the same family.

— They are effectively blended with white for such effect as pastel green and white, pastel blue and white, coral and white.

From the sales standpoint pastel granules in green, blue and coral satisfy the more or less ageless desire for green, blue and red in roofing—the difference being one of tone and not hue. Hence, they are more or less "sure fire" because they are in color ranges that have been nationally acceptable over the years.

Appearance plus Practicability

Production problems are no doubt involved. But for something new, for competitive advantage, the new pastels may well set a new vogue and protect the best interests of the roofing and siding manufacturer for the uncertain times that lie ahead.

— There is a fresh beauty that would better complement modern trends.

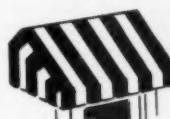
— There is a different effect that

(Continued on Page 33)



year 'round sellers

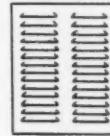
Smart design • Prompt
delivery • Fine quality
Easy to install



All Purpose Canopy



Awnings



Louvers



Bevel Grip Siding Corners

Sunmaster gives you the best answer to a new fast growing market. Standout sales features make it easier to cash in on the new popularity of aluminum awnings and canopies.

Gable Canopy — The perfect complement for dressing up plain doorways. Fits any door with 18 inches clearance above door opening. Moderate price, easy installation.

All Purpose Canopy — All year 'round — the best doorway protection available. Alone or with matching awnings a beautiful addition to any home style. Only six inch door clearance needed for installation.

All Aluminum Awnings — Exclusive ventilated design. Softens light but does not darken home. Year 'round weather protection. Wide color selection — baked enamel finish. Blend beautifully with any home style.

Louvers — Weatherproof attic ventilation. Aluminized — rustproof. Easy installation — no notching of studding necessary. All sizes — used with or without framing.

Bevel Grip Siding Corners — Bevel grip gives a snug fit for sure. No warped sides to catch wind or rain. Smooth or wrinkle finish. A beautiful finishing touch for all standard siding.

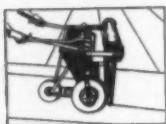
Write for sample sales literature and complete information about these Sunmaster products. The address appears below. No obligation, of course.

SUNMASTER CORPORATION

2222 Fourth Street • Peru, Illinois

Time and money ahead

MATT ROOFING EQUIPMENT
ENABLES YOU TO DO IT!
FINISH THE JOB FASTER AND AT A PROFIT!

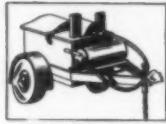


Ask for circular on
MATT Kettles, Buck-
ets, Hot Stuff Carriers,
Hot Stuff Buggies,
Felt and Insulation
Carriers, Mops, Pour-
ing Cans, Coil-Less
Burners.

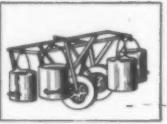
**Original MATT Felt Layer
Now Offered at \$60.00 Savings**

How many flat roof jobs did you finish this year? Did you come out on time and make the profit you expected? Was the finished job one you could unqualifiedly GUARANTEE? Don't get the mistaken idea that a Matt Felt Layer is only for big jobs. **NO ROOFER SHOULD BE WITHOUT ONE!** There are plenty of 50 to 70 square jobs being done every day . . . even to the point of strip mopping and tacking. Every job is a proud job. Felt is laid straight as a die, with no fishmouths or bulges. You don't waste hot stuff because the flow is regulated and spreads evenly. You also save costly yarn. Your men are lots happier. Back-breaking work has been cut down and the job goes through to a record finish . . . so you are **TIME and MONEY AHEAD** . . . Order your MATT Felt Layer and save \$60.00. The price was \$375.00—Today it's \$315.00 . . . ACT NOW!

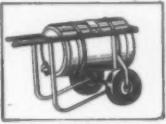
MATT COIL-LESS BURNER CO. 4015 West Lake Street, Chicago 24, III.



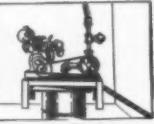
Matt-Master Kettle



"Hot Stuff" Carrier



"Hot Stuff" Buggy



"Hot Stuff" Pumps

**Mattes, Waldman head
ISA this year**

Lee H. Mattes was re-elected president of the Insulating Siding Association at their sixth annual meeting in Skytop, Pennsylvania. Mattes is president of the Mastic Asphalt Corporation with manufacturing plants in South Bend, Indiana; and Elizabeth, New Jersey.



LEE MATTES

Mattes announced a record breaking year for the industry's shingle design sidings, which are used extensively on new construction and home modernization. Builders have reported up to 50 per cent savings on exterior wall surfaces—including both labor and material on this new F.H.A. accepted insulating siding panel.

He cited several building projects where the builder had used other exterior materials, and were shifting to shake design insulating siding, because of the product advantages and over-all economy that could be passed on to the consumer.

For example, builders reported that the versatility in colors added contrast to their housing projects, which was quickly noted by increased consumer acceptance, and resulting sales of homes.

Carpenters like to apply the material because it goes up quickly and is self aligning. The convenient size of the material requires that only one man handle and apply it; whereas some other building materials require that carpenters work in teams of two and three men.

Elimination of painting and maintenance costs is another plus factor in the builders' thinking. The insulation value of an insulating siding exterior wall is comparable to a wood clapboard or

NO SHORTAGES IN



Bondstone is today's most inexpensive system of stone duplication. . . . Duplicates the beauty, the charm, the permanence of natural stone. . . . Immediate availability of material.

Exclusive franchises open to siding contractors. Only a small investment needed.

Train your men in only two days to do a perfect installation job.

Over 100 successful franchise dealers throughout the United States. Write or phone for complete details . . .

EMCO CEMENT PRODUCTS, INC.

PAXINOS, PENNSYLVANIA

Phone: Shamokin 599R3

double-coursed shingle wall secured to a 25/32" insulation board sheathing.

According to Federal Housing Administration standards, an exterior wall covered with insulating siding provides sufficient wall insulation for most climatic areas in the United States.

President Mattes forecast that the insulating siding industry could expect a sound and healthy expansion over the next several years. He mentioned increased consumer acceptance of insulating sidings, widening geographic areas using the product, and increased uses on new and home modernization construction as trends indicating this prosperous growth.



WILLIAM WALDMAN

William Waldman of the Brixite Manufacturing Co. was elected vice-president. Gordon C. Estes of Globe Siding Products Co. was re-elected treasurer. William W. Wilson, Western Division manager of Bird & Son was appointed to the association's Executive Committee from the membership at large.

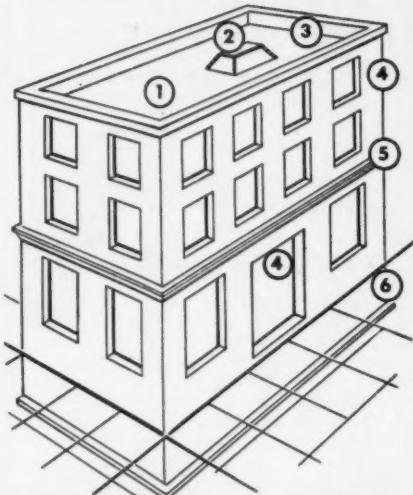
The association's Publicity Committee is chairmaned by Norman S. Gilbert of Jones & Brown, Inc. Chairman of the Technical Committee is Frank W. Yeager of the Flintkote Company. Donald E. Frazier of Bird & Son was appointed chairman of the Production Efficiency Committee, and W. W. Wilson is Planning Committee Chairman.

A highlight of the meeting was the presentation of a console television set to Lee H. Mattes, who had been president of the association during the past year.

**Applying A Promenade
Tile Deck——**
Coming In December
An A. R. & S. C. Exclusive!

All Through The Building

PROFIT
OPPORTUNITIES
with
KARNAK
Roofing and
Waterproofing
FABRIC



KARNAK means PROFITS

KARNAK is the packaged membrane fabric that's thrifty. There's no waste . . . use it down to the last inch. Easy to handle, easy to store, always stays in perfect condition.

KARNAK reduces labor costs, too. Unrolls smoothly in all weather. It's easier, faster to apply.



Write TODAY for Illustrated
Specifications Book!

LEWIS ASPHALT ENGINEERING CO.
30 Church St., New York, N. Y.
Manufacturers of Asphalt Specialties for 25 Years

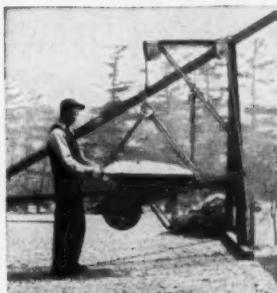
CLIFFORD SWINGING DERRICKS

Get the load onto the roof deck
instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.



BEACON SALES COMPANY
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**MORE SALES!
BETTER JOBS!
GREATER PROFITS!**
Follow the Arrow



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Fill in—Tear off—and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- 65. Aluminum Awnings
- 1. Aluminum Roofing
- 2. Asbestos Cement Shingles
- 5. Asphalt Roll Roofing
- 7. Asphalt Siding
- 9. Backer Board
- 14. Caulking Compounds & Guns
- 15. Caulking, Premoulded, & Closures
- 16. Cutters, Shingle & Siding
- 19. Cold Process Roofing
- 21. Decks, Roof, Precast Gypsum Slab
- 25. Felt Laying Machines
- 64. Flashing Fabric
- 27. Gutters, Eaves Trough, Leaders & Downspouts
- 28. Hoists & Derricks
- 29. Hot Stuff
- 32. Insulation, Batt & Blown
- 33. Insulation, Sprayed
- 34. Kettles
- 36. Knives, Roofing
- 37. Ladders
- 39. Louvers
- 40. Membrane Fabric
- 41. Mops & Yarns
- 42. Nails
- 43. Plastic Waterproofing
- 45. Roofing, Asbestos-Cement Corrugated
- 66. Roofing & Building Specialties Manual
- 48. Scaffolding
- 50. Simulated Stone Siding
- 59. Tools, Catalogs of
- 60. Underlayment for Roofing & Siding
- 61. Waterproofing Liquid

Other Items _____

Name _____

Firm _____

Position _____

Address _____

Breakage-Resistant Plastic Glass Used In Post Office Skylights

As a solution to the problem of broken glazing in two 80-foot skylights at the Chester, Pa., post office, wired glass panes have been replaced with white translucent Plexiglas acrylic plastic.



Plastic glass acrylic plastic, installed in these 80-foot skylights at the Chester, Pa., post office, has replaced wire glass that cracked when the skylights were opened and closed.

Excessive cracking and breaking of the glass panes had developed when they were subjected to strains as the long skylights were cranked open or closed. The acrylic plastic panels, each 2 x 5 feet in area and $\frac{1}{4}$ -inch thick, proved to have the strength and resiliency needed to withstand the twisting that sets in when the skylights are raised for ventilation. In addition, the translucent panels diffuse more comfortable, glare-free, light through the interior of the building, according to post office personnel.

Built-Up Roof Business

(Continued from Page 16)
is already thinking about," says Mr. Bacon.

4. "And fourth," continues Mr. Bacon, "the salesman must learn that the close of any sale involves NOT being discouraged. He must remember that if he were successful with every sale that something would be wrong generally. The salesman must remember it is competition that keeps any firm going. When it comes to training a salesman on the selling close of a repair job I have found that most salesmen are apt to stay long too long with their customers. If he considers it advisable to stay on, he must learn to talk about something very differently than repair roofing," says Mr. Bacon. "It is always stimulating to both the firm and the salesmen to know that our copper and

GIVE VENTILATION PROBLEMS THE AIR! and make Extra Profits install "MIDGET" LOUVERS!

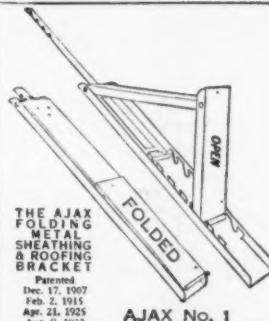
to ventilate sidewalls and prevent condensation and moisture blistering. For use on flat roofs, eaves and soffits, unexcavated areas, gables, storm sashes, etc. AND the new "LD" series "Midget" Louvers are especially designed for interior installations such as finished basement walls, closets, cupboards, etc. —and on the exterior in places where structural characteristics shield the louver from the elements.

All "Midget" Louvers are made entirely of rust-proof aluminum in 5 convenient diameters and are easily installed by drilling a hole of the proper diameter and tapping gently into place. "Midget" Louvers also have built-in screens to keep out insects.



the
**"MIDGET"
LOUVER
COMPANY**

8 WALL STREET
NORWALK, CONN.



Patented
Dec. 1, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1932

AJAX Roofing Brackets
MAN-size — Superefficient
ALL STEEL — Unbreakable

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from reading **AMERICAN ROOFER & SIDING CONTRACTOR**! You can, too, for the small subscription price of \$3.00 per year. **AMERICAN ROOFER** has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

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Please enter my subscription to **AMERICAN ROOFER & SIDING Contractor**, at \$3.00 for one year. Bill me for this amount:

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TARZAN**ROOFERS' MOP**

- More economical
- Longer life
- Permanent handle
- More profitable roofing

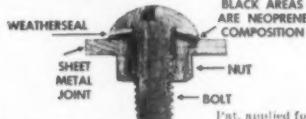
Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COS.
ATLANTA, GEORGIA

WEATHERSEAL

Two-Way-Squeeze Washers will make perfect, leak-proof joints in your assembly!



Weatherseal Washers are one-piece, metal bonded to neoprene composition. The two-way squeeze completely seals the washer's outer edge as well as the fastener shank, making it a valuable, cost-saving item in these and other applications:

- Sheet metal roofing and siding
- Auto body and chassis assembly
- Sheet metal ductwork
- Porcelain-to-metal assemblies

Weatherseal increases fastener grip, insulates galvanic currents in unlike metals, aids against rattle.



TOPSEAL, the factory-assembled fastener and washer, saves time, reduces inventory. You specify or supply the fasteners. Write for a Weatherseal Washer sample, stating your sealing or fastening problem. Large stocks for quick shipment.

FABRICATED PRODUCTS CO.
West Newton, Pa.

brass manufacturers are eager for pictures of our work to use in their national advertising.

"In the case of Distel Roofing and Metal Company we were aware from the first that we would have to start doing only minor repair jobs. It took us the first month to get organized to a point so that by the second month we were ready to make several bids for new roofs. In the meantime our salesmen secured several repair jobs for our crew.

Story of First Bid

"Our first accepted bid was to put an all new roof on the Bailey Grade School Building in East Lansing. It was a twenty year tar and gravel over



Mechanic prepares pitch for use in small kettle shown in rear. The kettle is an Aeroil of the stationary type.

insulation and steel deck job, with applied 90 squares of roofing with one ply of vapor-seal mopped to the steel deck in hot asphalt with one layer of inch insulation and 4 ply 15 pound tarred felt laid shingle fashion over the insulation. Over that we poured a coating of 60 pounds of pitch for 100 sq. feet of area and 400 pounds gravel for 100 square feet," explains Mr. Bacon.

"Flashings were built to the top of parapet wall which is 8 inches above deck," he continues. "Flashings consisted of three layers of 15 pound tarred felt set in plastic cement. Then it was covered with one sheet of 90 pound mineral surface roofing. Which again brought us up to the metal flashing of 16 ounce copper flashings turned down four inches over flashing (of felt and 90 squares of surface, see above statement, also see specification sheet enclosed page 16 which were followed and may be copied here all or in part).

Finds Small Kettle Useful

"The kettle we purchased for our new company weighs only 8-600 pounds

CONNERY'S ROOFING KETTLES



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.

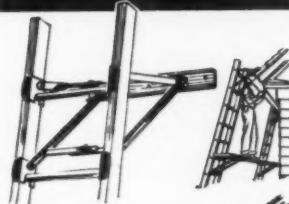


Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

CONNERY CONSTRUCTION CO.

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.

SPEEDY - STURDY
The ONLY COMBINATION
OFFSET LADDER BRACKET
SCAFFOLD BRACKET



Contractors: cut set-up and change-over costs as well as time on the job. This multiple purpose ladder bracket slips on any standard ladder in seconds. Safe! Rail supported, safety grip. Versatile! The only combination offset ladder bracket - scaffold bracket; unequalled for either use. All in one compact unit. Tested! Widely used by efficiency-minded contractors. Handy for the homeowner. Write for specifications. Some top dealer territory open.

STEADFAST
EQUIPMENT CO.

874 Franklin Ave., Thornwood, N. Y.

when full," says Mr. Bacon, "On large jobs, this small kettle will save considerable time, because the crew will use the kettle on the roof. The kettle goes up in two pieces and is operated with bottle gas which is cleaner to operate and gives a much more constant heat than is usually provided by the larger type kettle used always on the ground. However, on small jobs the crew will probably continue to use the kettle on the ground and haul from the hot source to the roof."

Dormitory Roof

"Our second new built-up roof went onto a new building which is a dormitory on the grounds of the State Tuberculosis Sanitarium located at Howell, Michigan. In this case we followed specifications and added insulation which was specified by the architect. The insulation is a matter which is always discussed before the bid is submitted to the State Administration Building and Construction Division.

"With four mechanics on the roof on the Howell job, and the weather favorable we can expect it to be complete in less than one week's time. It is a roof of 9000 square feet," continues Mr. Bacon, in rapid, typical roofer-vocabulary. "It is 1 ply of 15 overconcrete deck with 1 layer $\frac{1}{2}$ inch insulation, 4 layers of 15 pound, 60 pounds, 400 pounds pitch and gravel (see specifications—page 13) added insulation which was specified by the architect. If this were a roof for private enterprise the matter of insulation would have been up to the owner.

"We got this job because we were the lowest bidder. The State advertised for bids and we were one of the firms replying. We also get business through the Dodge reports, through architects and contractors and through study of the Architects, Contractors, Building, and Engineering Records and publications. When we learn that a general contractor has been awarded a job that's when our salesman contacts him," advises Mr. Bacon.

Dairy Plant Job

"With our third new job, which was for a Dairy plant putting a new roof on a new storage building here in Lansing the Distel Roofing and Metal Company is beginning to be known. In starting a new business like this," says Mr. Bacon, "a manager must provide enough equipment and materials



**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the steadiest, cleanest, easiest cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

R. MURPHY Knives

R. MURPHY'S SONS COMPANY
AYER,
MASSACHUSETTS

INCREASE WINTER PROFITS

ADJUSTABLE PIPE SNOW GUARDS



"PROTECTOR"

For Residential Type Buildings
2 PIPES $\frac{1}{2}$ " I.P.S.
Installed on old roofs
without removing slate, ideal
for small homes.

"FIRTRITE"

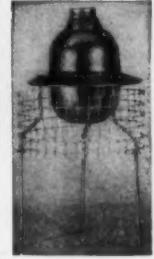
3 PIPES $\frac{3}{4}$ " I.P.S.
For large slate roofs, Spanish Tile,
corrugated and other steep roofs.

• OTHER PRODUCTS

Roof Scrapers
Portable Electric
Saw Guns
Aluminum Map
Handles

Mops and Yarns
Bronze Roof Strainers
Ladder & Roof
Brackets
Slog

No-Freeze for Roof Drains



- LOW COST •
- FOOL PROOF •
- EASY TO INSTALL •

**Sell Them On Every
Job from Now Till Spring**

Write Dept. "R" for catalogues and
prices. To protect trade please use your
printed stationery.

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ROOFING YARN

ALL TYPES—Several Grades

Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable Prices

Immediate Shipment



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JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally Known JOHNSON Brooms & Mops

600 Pounds hoisted 200 feet in 1 minute



KING
Model 340

\$340.
F.O.B.
Chicago

Speed the job, spare the man. Roofing gravel, hot stuff, roll roofing—all go up faster, easier on roofing jobs with a King Model 340. One-man operated. Returns its cost on a single job. For a complete range of models and sizes for your particular needs write for free literature today!

KING MFG. CORP.
3147 W. Chicago Ave.
Chicago, Ill.



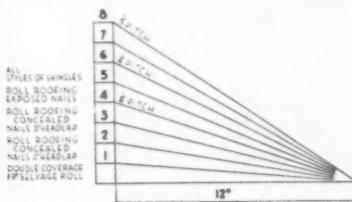
KING
PORTABLE HOISTS

3147 W. Chicago Ave.
Chicago, Ill.

3147 W. Chicago Ave.
Chicago, Ill.

Versatility is a characteristic of asphalt roofing, which is manufactured in a wide variety of sizes, weights, shapes, colors and textures to meet every roofing need, and so is supplying approximately 90 per cent of the

mended for roofs with good drainage, that is, roofs with a pitch of four inches or more per linear foot. Roll roofing—generally used on farm buildings—including 19-inch selvage edge roofing, is applied to roofs with a pitch



nation's roofing requirements.

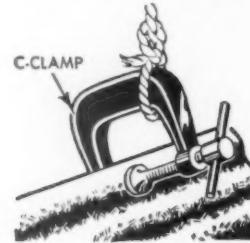
The pitch of the roof helps to determine the kind of asphalt roofing to be applied to assure weatherproof protection. Asphalt shingles are recom-

of less than four inches and more than one inch. Methods of application of roll roofing vary, depending upon the slope. Below one-inch pitch, built-up asphalt roofing is used.

Stacks of Corrugated Roofing Lifted Safely with C-Clamp

Roofers handling sheets of corrugated roofing will find use for this simple kink when it is necessary to

stack five or six sheets and attach a C-clamp at the edge, near one end. Be sure that the clamp is securely tightened. Then attach the windlass rope or



hoist the sheets to roof level by means of a tackle or a rope windlass. Just

the lower tackle block to the clamp. Herbert E. Fey, New Braunfels, Tex.

Popular Mechanics

(Continued from preceding page)

but he must also be as careful NOT to buy too heavy to start. The old saying that 'experience is the best teacher' is a truth we learn repeatedly the first year starting a new company and a basic fact we expect to build on with the years to come."

In the waiting Room of the Distel Heating Company (which the Distel Roofing Company is now a part) the

following cryptic notice may be read:

Gentlemen:

We are very busy and would appreciate your consideration. Working hours 8:00 to 12:00 a.m. and 1:00 to 5:00 p.m. Visiting Hours 12:30 to 1:00 p.m. and 5:00 to 5:30 p.m.

Thank you.

Applying Asbestos-Cement Siding

(Continued from Page 19)

possible, renailing all loose boards. Where the asbestos shingles are to be used over wood shingles or beveled siding, an even nailing base should be provided either by means of a rigid backer board or by filling out the wall surface with beveled nailing strips ("horsefeathers") or lath under the exposed butt edge of the old siding pieces.

New asbestos siding may be applied over 1x3" furring strips to stucco, if the stucco is in reasonably good condition. The furring strips should be nailed securely to the studs. If the old stucco is in poor condition, it should be removed, together with the lath which held it. Then the asbestos siding can be nailed directly over the old sheathing. However, it should first be determined by removing a small section of stucco whether there is sheathing beneath it. If it develops that sheathing was not used, then the furring strip technique is in order. In most re-siding jobs it is necessary to fasten staff moulding over the trim. Where shingle edges butt against the moulding they should be imbedded in caulking compound. Pine is the preferred wood for staff moulding. Prime coating before application will keep the moulding from staining.

To guard against infiltration of wind and moisture, an underlayment of asphalt felt (at least 15 lbs. weight) should be applied over the area to be sided. This underlayment should lap at least two inches at horizontal joints and at least six inches at vertical joints. The underlayment applied during any working period should be limited to the area which can be covered with siding during that period. Nails or staples holding the underlayment should be long enough to hold the felt in place while the siding is being applied.

If flashing is not in good condition, it should be replaced.

Care should be used in applying caulking compounds to avoid soiling shingle faces.

Corner Treatments:

Corners may be treated in any one of three ways: (1) by lapping the shingle edges, (2) by the use of wood corner strips, (3) by using metal corner beading with prepared channels to receive the shingle edges.

For a lapped corner joint, place a

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whole shingle against each sidewall. Mark and cut the adjoining vertical edges at the building corner to form a lapped corner joint, and smooth edges with a file. (Because of the pitch of the shingles, the corner cut for a lapped joint is not at a true right angle to the top and bottom edges.) Corner joints should be lapped to the left and right in alternate courses. Bottom exposed edges of each course on adjoining walls should meet at corners.

Where wood corner strips are to be used, they should be prime coated, nailed in place, then finish painted. The shingle edges butting against the trim should be set in caulking compound.

Metal corner beading is nailed in place and then the shingles are fitted into the moulding.

Step by step instructions for applying asbestos siding shingles are shown in the accompanying sketches.

Credit Relaxed For Re-Roofing, Home Remodeling

Roofers and siding contractors can now give home owners three full years, instead of 30 months as formerly, to pay off home remodeling and repair loans. Extension of the amortization of the monthly payment on such loans period to 36 months reduces the amount by approximately 15 per cent.

The down payment requirement also has been eased under provisions of the Title I property improvement program so that no money need be paid until the work is completed. Then the home owner has to pay only 10 per cent of the total amount of the contract.

Many are finding it more economical to modernize than to buy new houses in view of sharply increased realty values, and relaxing of credit restrictions is expected to give further impetus to the present boom in home modernization and repairs. As in the past, the Federal Housing Administration insures loans by banks and other lending institutions for remodeling and repair of homes and farm buildings.

A new roof of asphalt shingles, available in a variety of solid colors and blends, is almost always a part of home modernization as it is one of the easiest and least costly ways to give an old house new beauty while at the same time protecting the home against the elements and the constant hazard of fire.

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More and Better Articles on Insulation

Siding and

Steep Roofing

Pastel Colors

(Continued from Page 23)

would tend to out-date the heavier solid colors and blends of the past.

— In heat reflection, the attic or upper floor of a building would be about 10 degrees cooler. In fact, a difference of 40 degrees temperature will be recorded on a sunny day under the surface of a black shingle as against a white one. What with the growth of air conditioning, the pastel roof would assure less heat load and prove ideal and money-saving.

New Markets

There is reason to be confident that pastel colors in roofing and siding will capitalize present and future trends. They already are best sellers in Florida, the southwest and on the Pacific Coast. (In these regions pale gray and white, in fact, today are several times better than the deeper colors of the past.)

Change is traditional to the American way of life—it is one of the forces which help underwrite business and hence prosperity. In roofing and siding, changes may involve production difficulties. Yet in the more progressive sense they offer a challenge to profit and they contribute to a happy satisfaction of the American consumer.

There are good markets to broaden and cultivate, and pastel colors may well lead the styling parade of the future.

Nailing It Down

(Continued from Page 11)

worked per week are increasing and unemployment is being reduced to a minimum.

All these factors point to a need for sharper sales promotion aimed at specific groups, creative merchandising that recognizes the needs of these groups and tries to overcome the disadvantages brought about by changing conditions.

SH

Modular Coordination

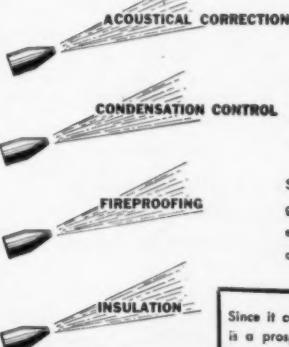
(Continued from Page 25)

the cost of erecting the structure.

"The development and adoption of modular coordination is a joint project of the Producers' Council and the American Institute of Architects, under the sponsorship of the American Standards Association.

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NERSICA Goes National, Name Is Changed

As of November 1st the North Eastern Roofing, Siding & Insulation Contractors Association has gone national, according to an announcement received from C. N. Nichols, Managing Director. Retaining the initials by which it is known familiarly, NERSICA's name is now "National Established Roofing, Siding and Insulating Contractors Association."

NERSICA President Vincent L. Crudele pointed out that efforts to achieve a merger with the National Roofing Contractors Association with headquarters in Chicago had not thus far been successful. Since considerable membership had already been achieved on a national basis it was felt that nationalization of the organization would remove the last obstacle to a membership on a coast-to-coast basis.

New Laboratory for Durability Studies of Protective Coatings

A special laboratory, recently designed and constructed by the Building Technology Division of the National Bureau of Standards, eliminates the major difficulties that have in the past led to anomalous results in the accelerated durability testing of exterior covering materials. Developed primarily for studying organic coating materials such as asphalts, tars, and paints, the new facilities are sufficiently flexible to meet the requirements of most materials exposed to weathering.

Materials intended for outdoor use are frequently exposed in the laboratory to regular cycles of artificial sun light, heat, and water for the purpose of hastening their deterioration. Although such exposure—called accelerated weathering—is generally accepted as a means for determining the relative resistance of similar materials to weathering, results obtained by different laboratories, and even by the same laboratory, do not always show good agreement. This lack of correlation results from variables inherent in the testing procedures that have in the past been largely uncontrolled. These include solids content of the water supply, fluctuations in the light intensity, and irregular operation of the system due to failure of one or more functions while the others continue to operate.

Insulation Market Survey

(Continued from Page 15)

of non-insulated home owners, in three times out of four among people for have already bought insulation.

The outstanding lesson of all, moreover, both for dealer-salesmen and for home owners, is that a grand total of 93 per cent of those who have bought home insulation say emphatically:

"It came up to our expectations."

Cold Turkey Canvassers

(Continued from Page 17)

to make his share of the job a bit easier. He must go and on, ringing his share of a million doorbells. The law of averages tells him that if he rings enough of them, sooner or later, he is bound to run into somebody who will be interested in what he has to say. But until that door is opened a tiny crack and an inquisitive voice says "yes", he hasn't the faintest idea whether the door will be slammed in his face or if he will be welcomed like the prodigal son. He meets all sorts of rebuffs, sometimes even insults. These he expects.

—Photo & Data From "The Shingle."

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